



Your first AI workflow · Workbook 4 of 4

Telling Your Team About AI

A message kit for marketing and communications leaders introducing an AI workflow to their own team.



Overview

How you tell your team about an AI workflow decides whether they use it. Say what it is, what it isn't, who checks the output, and what happens to the time it saves. Say it before the tool shows up, say it in person, and keep saying it for a month.

Marketing and comms leaders write change communications for other people's teams all the time. Then they roll out AI to their own team with a Slack message and a link. This kit is the version you'd write for a client, pointed at your own people.

1. What people are worried about

The worry is real and it isn't about the technology. In 2026 the research says the same thing from several directions.

- More than two in three workers are concerned about negative impacts of AI, including losing their job. More than one in four have little or no trust that their employer will deploy AI fairly.¹
- Nearly half of knowledge workers, 46%, say their concerns about AI have gone unaddressed by management. Half feel their performance is now compared to AI output, and 36% are confused about what is expected of them.²
- At the same time, 67% of those same workers want their organization to use more AI.²
- Among marketers specifically, more than half are at least moderately concerned that AI could automate their role.³

Read the second and third points together. People want more AI and they are worried about it at the same time. That isn't resistance. It's a team waiting to hear what the plan means for them, and getting silence instead. Dexian's chief people officer put the fix plainly. Over-communicate, and if you fumble, say so.¹



2. 6 rules for the message

- 1 **Go first, in person.** The team should hear it from you before they see the tool, the calendar invite, or the license email. A short live conversation, then the written version.
- 2 **Name the one workflow.** "We're using AI" is a mood. "We're trying AI on the weekly coverage briefing for 30 days" is a plan people can picture.
- 3 **Say what it won't touch.** List the work AI doesn't do. Crisis statements, leader voice, anything that goes to a journalist without review. The skeptic on your team is listening for this sentence.
- 4 **Name the reviewer.** A person checks every output before it goes anywhere. Say who. This answers the quality worry and the job worry in the same breath.
- 5 **Say where the time goes.** If the briefing takes 25 minutes instead of 70, what happens to the 45 minutes? If you don't say, people assume it means more briefings or fewer people. Say what the time is for.
- 6 **Ask for the honest version.** Tell them the tool will get things wrong and you want to hear about it. Create a place to log problems and read it every week.



3. Say this, not that

Say this	Rather than this	Why
"We're trying AI on one thing, the coverage briefing, for 30 days."	"We're becoming an AI-first team."	A specific trial is something people can evaluate. A slogan is something they have to believe.
"Sam reviews every output before it goes to anyone."	"The AI will handle the briefings."	Names a person and a checkpoint. Answers the quality worry.
"The 45 minutes a day this frees up goes to the stakeholder interviews we keep pushing."	"This will make us more efficient."	Efficiency sounds like headcount. A named use for the time sounds like a plan.
"It'll get things wrong. Log it here and I'll read it every Friday."	"Let me know if you have any concerns."	A place and a time beats an open invitation nobody takes up.
"Nothing goes to a journalist, a regulator, or the whole company without a person deciding to send it."	"We'll use good judgment."	A rule is checkable. Judgment is a hope.
"If this works, we pick the next one together in November."	"This is just the beginning."	A decision date with the team in it. The second one sounds like a threat.
"Your job is the judgment. The tool does the first draft."	"AI will free you up to be more strategic."	The first is concrete about what changes. The second is what every vendor says.

4. A sample announcement

This is the written version that follows the live conversation. Swap in your workflow, your names, and your dates. Keep it this short.

Subject: AI trial starts Monday

Hi team,

As I mentioned this morning, starting Monday we're trying AI on one thing. The weekly coverage briefing. Right now it takes Paula about 70 minutes every Monday to pull the clips, summarize them, and write the exec note. We're going to see if a drafting step can get that to under 30.

Here's how it works. The tool reads the clips and writes a first draft of the summary. Paula reviews it against the actual coverage, fixes what's wrong, and sends it. Nothing goes to leadership that Paula hasn't read and signed off on. Same standard as today.

What it doesn't touch. Holding statements, anything for media, anything in Dana's voice, anything with legal exposure. Those stay exactly as they are.

What the time is for. If this works, the 40 minutes a week goes to the stakeholder interviews we keep pushing to next quarter. That's the whole reason we're doing this.

It'll get things wrong. When it does, drop it in the #ai-trial channel. I read it every Friday and we'll fix the setup as we go.

We run this for 30 days. On December 1 we look at the numbers together and decide whether to keep it, fix it, or stop. If it works, we pick the next one as a team.

Questions, grab me any time this week.

[Your name]



5. Questions to anticipate

You'll get these, out loud or in a DM. Have the answers ready and make them true before you say them.

Question	A sample response
Is this about cutting the team?	"No. This is about making our team more efficient. By cutting the time spent on repetitive tasks, we can put that time toward more meaningful work."
Do I have to use it?	"For the 30 days, yes, on this one workflow, so we get a fair test. The old way stays available if the tool is down or the output is bad."
What if it gets something wrong and it goes out?	"That's why Paula reviews every draft against the clips. If something gets through, that's a process failure, and we fix the process."
Will my work be compared to what the AI produces?	"No. Your job is the judgment and the review. The tool does a first draft. Those are different jobs, and I'm not comparing one against the other."
What data is going into it?	"Published coverage only. No internal documents, no customer names, no unreleased announcements. Here are the data rules in writing."
Why this workflow and not the one that annoys me?	"Because it's frequent, easy to check, and low risk if it fails. If this works, the next one gets picked as a team, and yours goes on the list."



6. 30-day comms rhythm

One announcement isn't enough. The teams that get through the first month well keep talking about it on a schedule.

When	What	Format
Day 1	Live conversation with the team. The what, the what-not, the reviewer, the time, the date.	Team meeting or standup, 15 minutes
Day 1	Written version of the same message, with the spec linked	Email or channel post
Day 3	Check in with the owner and reviewer. What broke, what surprised them.	Ten-minute call
Day 7	First update to the team. One number, one thing that went wrong, one fix.	Short channel post
Day 14	Open problem log review with the team. Read the log out loud. Decide fixes together.	Standup agenda item
Day 21	Second update. Numbers so far against the baseline. Say if it's trending toward keep, fix, or stop.	Short channel post
Day 30	Decision meeting. Numbers, the reviewer's verdict, the team's verdict. Announce the decision the same day.	Team meeting, 30 minutes
Day 31	Written decision with the reasons. If keep, name the next candidate and how it'll be chosen.	Email or channel post

The updates on days 7 and 21 matter more than they look. Silence in the middle of a trial reads as bad news. A two-line post saying "briefing is at 35 minutes, the tool keeps missing broadcast clips, we added them to the input" keeps everyone in the loop and shows the problem log is being read.



Sources

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2. CIO, 65% of employees would love to roll back workplace AI, covering the Adaptavist survey of 2,500 knowledge workers. September 4, 2026.
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3. HubSpot, Current state of generative AI, drawing on the 2026 State of AI in Marketing report (1,754 marketers).
<https://blog.hubspot.com/marketing/state-of-generative-ai>
4. Muck Rack, AI in PR guide (guidance on where AI should stay out).
<https://muckrack.com/resources/guides/ai-in-pr>



This is workbook 4 of 4.

Together, they walk a marketing or comms team from no AI guidelines to one workflow running, measured, and understood by the team.

Workbook 1: AI Use Guidelines Starter

The key decisions to make before AI use becomes a shared way of working

Workbook 2: Choose Your First AI Workflow

How to pick the one workflow that proves the operating model

Workbook 3: The Workflow Spec

A one-page template that turns a prompt into a workflow

Workbook 4: Telling Your Team About AI (this one)

A message kit for leaders rolling AI out to their own team

Want someone to run this with your team? That's the work Austley does. AI training and workflow implementation, AI adoption and change communications, and marketing and comms leadership when you need it. Start at austley.com.

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